## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re US Patent Application of:	)
Matthew Kenneth GRACIE et al.	)
	) Confirmation No. 2322
Application No.: 10/735,018	)
	) Group Art Unit: 3624
Filing Date: December 12, 2003	)
	) Examiner: Johnna R. Loftis
Title: SYSTEM AND METHOD FOR	)
CONDUCTING AN OPTIMIZED	)
CUSTOMER IDENTIFICATION	)
PROGRAM	)

## ISSUE FEE TRANSMITTAL LETTER

Mail Stop ISSUE FEE Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

Sir:

In response to the Notice of Allowance mailed May 24, 2010 concerning the above-identified patent application, please find enclosed the following:

· Part B - Issue Fee Transmittal

The Commissioner is hereby authorized to charge the appropriate fee and any other additional fees under 37 C.F.R. §§1.16, 1.17 and 1.21 that may be required by this paper to Deposit Account No. 08-3436.

Date: August 20, 2010 Respectfully submitted,

Hunton & Williams LLP Riverfront Plaza, East Tower 951 East Byrd Street Richmond, VA 23219-4074 (804) 788-8762 telephone (804) 343-4598 facsimile y: Wal E Shy

Registration No. 42,285